



Contacts
CHRISTMAS, 1953



Eaton Agricultural Scholarship Winner

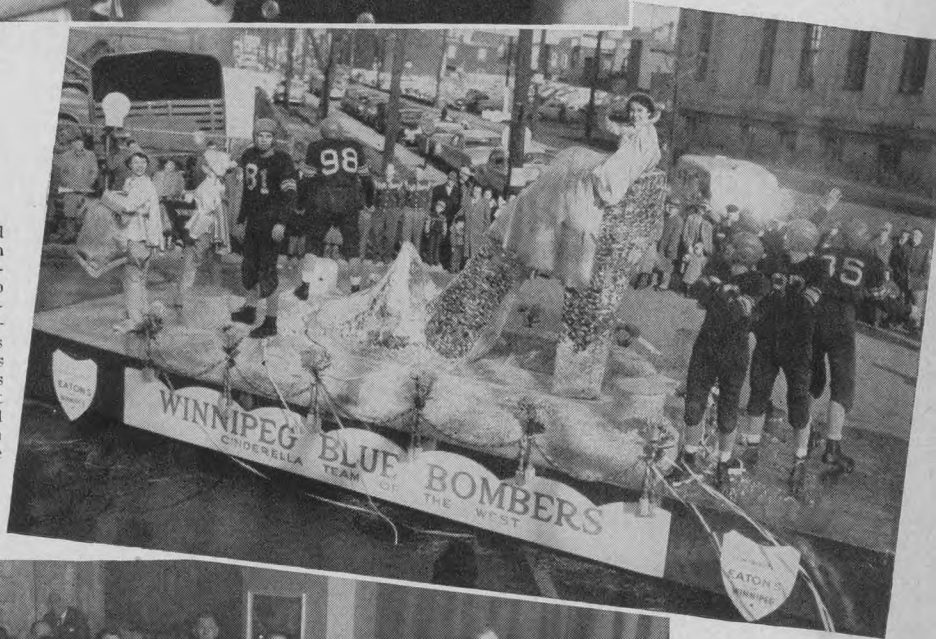
Mrs. John David Eaton is shown presenting the Eaton Agricultural Scholarship for 1953 to Bruce E. McDonald, of Mannville, Alberta. The presentation was made on November 13 at the Royal Agricultural Winter Fair in Toronto.

The scholarship provides the winner with all college fees, lodging and board for a four-year course at any agricultural college in Canada. Any boy in Canada under 23 years of age is eligible to apply.

—Picture courtesy of the Lethbridge Herald

Eaton's of Winnipeg at the Grey Cup Final

Eaton's did their part in making the recent Grey Cup Final one to remember. Admittedly Winnipeg's Blue Bombers were the stars of the show, but here is pictured Eaton's float in the big pre-game parade.



The Winnipeg Police Pipe Band watching the game on a Viking television set in our College St. Toronto Store. May Contacts, as late as it is, thank our Bombers for a thrilling afternoon and wish them the best in the New Year.

Our President's Christmas Message



Christmas is on the threshold and its splendid traditions once again give me an opportunity of wishing you and yours a merry and enjoyable holiday.

The Christmas season has been a busy one and I am indeed grateful for the loyal spirit and co-operation which you have exhibited at this time and through the year.

It is my sincere hope that the New Year will endow you with good health and bring a full measure of happiness and contentment.

Sincerely,

John D. Caton

President.

A Personal Christmas Greeting From Our General Manager



As the year draws to a close, we look back upon it as one in which the teamwork, loyalty and enthusiasm so characteristic of Eatonians has been much in evidence. Of particular note has been the courteous, efficient service given our customers during the holiday shopping season.

For each one of you personally, the immediate members of your family, and particularly the children, I offer my warmest wishes for a very Merry Christmas, together with the hope that 1954 will bring a full measure of Prosperity and Good Health for all.

A. R. Tucker

General Manager.



Left to Right—

Top Row:

Lilian Greenberg

Alfred Wallis

William Stevens

Lower Row:

Frederick Shaw

William Webster

Thirty-Fifth Anniversaries

MISS LILIAN GREENBERG

Diminutive Lil Greenberg celebrated her 35th anniversary with the Company on the 4th of December. At that time the staff of the M.O. Copying presented Lil with a Kodak Duaflex camera; many other personal greetings in the form of gifts and cards were received from her friends and associates throughout the Store and Mail Order.

The week previous a group of her friends held a dinner at the Paddock to honour Lil and here she was presented with a bridge table and chairs, a blouse and an evening bag.

Miss Greenberg is well known for her active participation in the affairs of the Women's Golf Club and the Lawn Bowling Club. Her first love is travel, however, and she has made good use of her holidays every year in order to see as much of the world as possible. Her journeys include 13 trips to California, one each to Alaska, Mexico and the West Indies. Here's hoping you have many more, Lil.

ALFRED WALLIS

Mr. Wallis, supervisor of the Radios, Musicals, Pianos and Refrigerators, celebrated his 35th anniversary with Eaton's on December 4. He started in the Mail Order when the department was the Music and Gramophones, and spent 21 years there. He moved to the Store 14 years ago. During his career with Eaton's, Mr. Wallis has seen the advent of the radio, the refrigerator and television, three things that have immensely affected the buying habits of the people of Canada.

He is married to a former Eatonian, Gladys Hoskins, of the M.O. Men's Clothing. They have one son, Lynn, also an Eatonian (Electricals). To mark Mr. Wallis' anniversary, he was presented with a La-Z-Boy TV chair by Mr. L. V. Salton on behalf of the staff.

WILLIAM GEORGE STEVENS

November 18 was a memorable date for Mr. Stevens, for he celebrated his 35th anniversary with the Company on this day. Mr. Stevens, a member of the M.O. Packing and Assembly for the full 35 years, received among his many personal remembrances, a mantel radio as a mark of the department's regards.

Mr. Stevens served with distinction during World War I and was wounded at Vimy in 1917. He married an Eatonian, Meta Taylor, of 114 Department, and they have one son, Harold. His interests are gardening and motoring.

(Continued on Page Nine)

Welcome to the Eaton Quarter-Century Club

HAROLD ELWOOD SHEARER

Harold Shearer became a member of the Quarter-Century Club on November 22. At a gathering at his home on the 18th he received a desk set and golf shoes; and on Thursday, the 19th, at a dinner held by his friends and associates at the St. Charles Hotel, Mr. R. B. T. Whitbread, supervisor, presented him with a golf bag and clubs on their behalf.

Joining the Company in 1928, Mr. Shearer spent a few months in the General Office, then joined the Purchasers' Finance Co. Ltd. and remained with it until it gave way to 174 Department, the Budget Plan, where he is at present.

He is married and has a son, Dave, attending United College. Gardening and community club work are his major interests. He enjoys baseball, football and hockey "from the arm-chair point of view;" "plays golf and curls a little," but he "anticipates playing much more of both in the future."

MISS W. JEAN MARSHALL

Jean Marshall is Eaton's Elizabeth Arden demonstrator and, except for her first 18 months as a parceller, she has been associated with Drugs and Toiletries both here in Winnipeg and in our Montreal Store (one year). She is an enthusiastic golfer and is an active member of St. Boniface Golf Club.

At a joint celebration held in the St. Charles Hotel on October 26, Mr. McKerchar presented Jean with a lovely wrist watch on behalf of the department. Jean's quarter-century date was November 29.

MRS. RUBY LENORE HOLGATE

Mrs. Holgate, of Eaton's Printing Plant, makes the sectional books that are used in the Mail Order and Store. On November 28 she celebrated her 25th anniversary with Eaton's and 1745 Department. On that day her table was nicely decorated and she was presented with an electric kettle from the girls of the department along with gifts and cards from her many other friends and associates.

Mrs. Holgate is a widow with one son, Richard, married and living in British Columbia. Her hobbies are tatting, cards and travelling.

LESLIE J. LEWIS

On November 22, to commemorate Mr. Lewis' 25th anniversary with Eaton's, Mr. J. Dunlop, on behalf of the staff of the Basement Store, presented him with a Thermo-Wear jacket. In the evening the men held a stag for Mr. Lewis at the Valour Road Legion and presented him with boots to go with his jacket. Mrs. Lewis received 25 red roses to mark the occasion. They have two daughters, Audrey and Barbara.

Mr. Lewis' career with the Company is quite varied, having spent nine years in 343, one year in the Basement Store Gloves and Hosiery, three years in Women's and Children's Millinery, and the last 12 in the Basement Store 5c to \$3.00 where he is at present head of department. His hobbies are fishing, hunting, golfing and bowling.

W. J. BLAKE

Mr. Blake celebrated his quarter century anniversary with the Company on Thursday, December 3. To mark this occasion Mr. A. Arnason, supervisor of the Delivery, presented Mr. Blake with a Gladstone bag on behalf of his friends and associates in the department.

HARVEY NEIL SHEIDOW

Harvey Sheidow celebrated his quarter-century anniversary with Eaton's on November 21. At that time Mr. C. K. Major, head of department, presented him with a Gladstone bag from the department. Mrs. Shei-

dow was sent a dozen roses. The Thursday evening before his anniversary Mr. and Mrs. Sheidow were entertained by Departments 257 and 258 at a party held at Jack's Place.

At present a member of the staff of the Washing Machine Service Repair, Harvey's experience with the Company is a varied one, having worked in the Box and Bag Factory, the Supply Room and Western Buying. He has one son, Neil. Bowling and curling with the Eaton leagues are his two main outside interests.

TOMMY CRAIG

Tommy Craig, of the Receiving staff, 132 Department, celebrated his quarter-century anniversary with the Company on November 19. That morning, in the department office, Tommy was presented with a sturdy Gladstone bag from the staff. Mr. Tom Giles, head of department, made the presentation on their behalf.

Mr. Craig was a night watchman for the first 11 years' service, but has spent the remaining time in the Receiving. Born in Dunadry, County Antrim, Ireland, Mr. Craig fought in World War I with the Royal Irish Rifles. He has three children, Terry, who is in the Drug Department; David and Thomas at school. He is a member of the Sons of Ireland Orange and Royal Black Preceptory.

EDWARD DUNCAN

Edward Duncan, born in Arvagh, County Cavan, Ireland, celebrated 25 years with Eaton's and the Drug Department on November 27. Arriving in Canada in 1928 he came to Winnipeg and joined Eaton's immediately. He has been associated with the Company ever since and is now in charge of the Drug Receiving Room. He is married and has one son, Stephen Edward. Gardening and golfing are his chief outside interests.

As is the Drug Department custom, Mr. Duncan was honoured at a party held for several of the staff celebrating their quarter-centuries this fall. The scene was the St. Charles Hotel on the evening of October 26, where Mr. McKerchar presented Eddie with a two-suiter travelling bag on behalf of the staff.

ISSIDORE SOTOLOV

Mr. Sotolov is a tailor in the Men's Clothing Work-room who emigrated from Kiev in the Ukraine at the age of 17. On November 19 he became a member of the Eaton Quarter-Century Club with this comment: "Through the years of long association, I have made the acquaintance and enjoyed the friendship of many of my fellow employees and managerial staff; always enjoying fair, courteous treatment from my employers. I have sincerely enjoyed working for this firm."

Married, he has a daughter, Betty (a fellow Eatonian in 116 Department), and two sons, Louis, who is a doctor, and Ralph, a Flying Officer in the R.C.A.F. His hobby is languages and he is competent in Russian, Ukrainian, Jewish, German and Polish.

At a presentation held the morning of the 19th, Mr. Ed Martin, at that time supervisor of Men's Clothing, presented Mr. Sotolov with a coffee table on behalf of the staff.

(Continued on Page Nine)

Description of Pictures on Facing Page

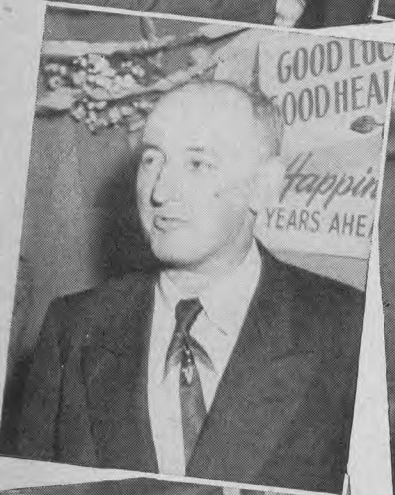
(Left to Right)

Top Row—Harold Elwood Shearer, Miss W. Jean Marshall, Mrs. Ruby Lenore Holgate.

Second Row—Leslie J. Lewis, W. J. Blake, Harvey Neil Sheidow

Third Row—Tommy Craig, Edward Duncan, Issidore Sotolov.

Lower Row—H. L. "Bob" Gardner, James Ward, Miss Mabel A. Barber.





Forty Years With Eaton's

HAROLD KANE

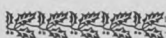
Harold Kane joined The T. Eaton Co. Limited in 1913, at that time working for the Receiving Departments. Away four years with the Winnipeg Grenadiers during the first world war, he transferred shortly after his return in 1919 to the Men's Clothing Department where he has been since.

Born in Limavady, County Derry, Ireland, Mr. Kane has three sons all married, and is the proud grandfather of four lovely children. He curls with the Store league in the winter and in the summer his garden keeps him busy. Harry is president of the 78th Battery Association of the Winnipeg Grenadiers with whom he served overseas in the first world war and again as CQMS in the Reserves during World War II.

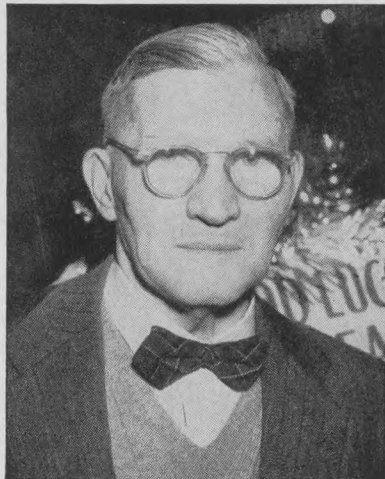
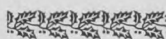
At a dinner party and stag held in his honour on November 24, at the Curtis Hotel, he received a gladstone bag from the department. Mr. E. Martin made the presentation. In his "thank you" Mr. Kane reminisced about his 40 years with Eaton's and left everyone feeling very happy to have been there to honour him on this occasion.



Mr. W. Williamson



*So
Long,
Old-
Timers !*



Mr. J. Bartholomew

MR. W. M. WILLIAMSON

On the occasion of Mr. W. M. Williamson's retiring from service with the Company on December 1, he was honoured by his associates at a dinner on Friday evening, November 27, when a presentation was made to him by Mr. R. B. T. Whitbread on behalf of those present.

On Tuesday afternoon, December 1, he was the recipient of a gift from the General Office with whom he has been associated, more or less, for his entire 33 years with the Company.

MR. J. BARTHOLOMEW

After 30 years' service with Eaton's, Mr. Bartholomew retired from the Foodateria Groceries on November 28. On behalf of the staff, Mr. G. B. Douglass, supervisor, presented Mr. Bartholomew with a wallet and wished him the best of luck, good health and happiness in the years to come.

MR. J. JENKINS

Mr. Jenkins, who has been on leave of absence since October 2, retired from the service of the Company on December 1 after 12 years with the Customer Decorating. May the years to come hold good luck, good health and happiness for you, Mr. Jenkins.

Thirty-Fifth Anniversaries

(Continued from Page Five)

FREDERICK ARNOLD SHAW

On the morning of December 2 Mr. G. B. Douglass, supervisor of the Service Groceries, third floor, gathered with his staff in order to honour Fred Shaw who celebrated his 35th anniversary with Eaton's on that day. As a token of their esteem and a remembrance of the occasion, Mr. Douglass presented Fred with a fishing rod, reel, tackle and tackle box.

Except for a year and a half spent in the M.O. Hardware, Mr. Shaw has been connected with the Grocery Department in one capacity or another for his entire career. He married the former Margaret Dowling, of 127 Department, and they have one son, Robert. Fred's hobbies are curling, fishing and woodworking.

WILLIAM JOHN WEBSTER

Mr. Webster celebrated his 35th year of service with Eaton's on November 18. When he arrived at work on that day his desk was gaily decorated and the department's gift of an electric grill was in prominence. Bill was born in Walthamstowe, Essex, in England, and his entire career with the Company has been spent in the M.O. Packing and Assembly.

He married the former Kathleen Dickson, of the Jewellery Department, and they have three children, Joyce, Dan and Elaine. He is an active member of the Eaton Mixed Five-Pin League and in the summer enjoys golfing and fishing.

Congratulations on Your Thirty Years With Eaton's

MISS RUTH SPURWAY, Staff Training.....	December 1
CHARLES G. BEATTY, Service Meats.....	December 6
HERBERT G. W. TOOGOOD, Grill Room.....	December 10
FRANK WONNACOTT, M.O. China and Glassware.....	December 10
MISS SARA SLUSMAN, M.O. Money Returns.....	December 17

Welcome to the Eaton Quarter-Century Club

(Continued from Page Six)

H. L. "BOB" GARDNER

Bob Gardner, of the Filling Room in the Drug Department, celebrated 25 years of service with Eaton's and the Drug Department on December 3. He, too, was a guest of honour at the Drug Department's party held October 26 in the St. Charles Hotel, and received as a remembrance of the occasion, a two-suiter type of travelling case presented by Mr. McKerchar.

Bob was born in Reading, Berks., England, and served three years in the First World War with the Middlesex Regiment.

JAMES WARD

Jim Ward, of the M.O. China and Glassware, became a member of the Eaton Quarter-Century Club on November 29. This year is doubly important to Jim, for it not only marks his 25th year with the Company, but also his silver wedding anniversary. He has one daughter and two grandchildren.

The Saturday morning before his anniversary, Jim received a pair of binoculars and two handsome sport shirts to mark the occasion. The gifts were presented by Mr. F. Wonnacott, head of department, on behalf of the staff.

MISS MABEL A. BARBER

Mabel Barber, of the City Inspectors, is a familiar figure on the fourth, fifth, sixth and seventh floors in the Store. Her job as signature with the department is to supervise the efficient handling of all parcelling on these floors. On November 19, Mabel celebrated her 25th anniversary with Eaton's and 147 Department.

At a breakfast held in her honour, wearing a beautiful corsage of 12 red roses which perfectly matched her pert little hat, she was presented with an arm chair and a china floral basket by Mr. H. W. Einarson, supervisor, on behalf of her friends and associates.

FALLEN EATONIANS REMEMBERED BY COMRADES

Each Remembrance Day since World War I the ex-servicemen and women of both wars have placed wreaths at the Memorial Tablets on the Main Floor. Again this year the ex-servicemen and women of Eaton's in Winnipeg donated cash in order to continue this tradition. The surplus which remained after the wreaths had been obtained was donated to the Academy Road Veterans' Home and the Canadian Legion Christmas Tree.



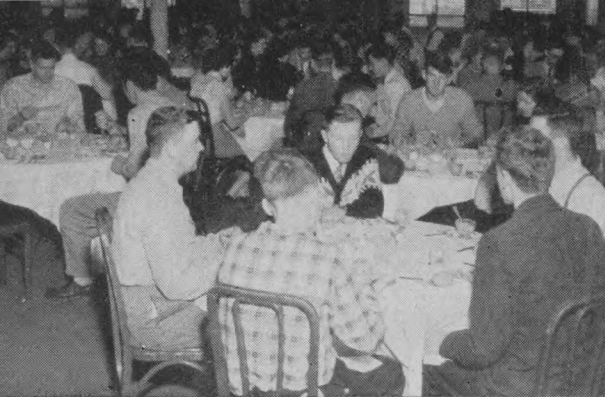
SANTA COMES





COMES TO TOWN





The boys and girls enjoy luncheon and entertainment.



Miss Mavis Beer thanks the Company.

Eaton's Sponsors "Winnipeg Week" for 4-H Club Members



As a reward for outstanding effort and leadership in their local clubs, 120 boys and girls representing the 4-H clubs of Manitoba spent a very educational and entertaining week in Winnipeg as guests of the Company.

This is an annual affair which Eaton's looks forward to sponsoring year after year. For among these youngsters are the leaders of tomorrow. It is with this in mind that their week in Winnipeg is planned to be as interesting and as entertaining as possible. Included in their program are visits to Canada Packers, CBW studios, the Legislative buildings, the Institute of the Blind, the Manitoba Technical Institute and the C.N.R. shops.

December 1 the group was taken on a conducted tour of our own Mail Order division and then entertained at a luncheon in the Assembly Hall on the seventh floor of the Store. Seated at the head table with the chairman, Mr. A. W. P. Harrison, were Mr. G. S. Houston, M.O. Operating; Mrs. Francis McKay, Director of Women's Work; Mr. E. G. Rogers, supervisor, M.O. Operation; Mr. N. C. Mackay, Director of Extension Service; Mr. F. G. Muirhead, assistant superintendent, Store; Mr. J. R. Bell, Deputy Minister of Agriculture; Mr. A. H. Young, superintendent, Mail Order; Mr. John Connor, Livestock Commissioner; Miss Lorraine Houck, Home Economist; Mr. F. Muirhead, supervisor of 4-H Clubs.

Mr. F. G. Muirhead welcomed the guests on the Company's behalf and made a few remarks concerning the "terrific challenge" that faced these young people in regard to the future of agriculture and agricultural methods. He referred to the coming years as the "chemical age" and predicted that its repercussions on the industry would be more far-reaching than that of the "tractor age." However, he was sure that the training and experience they were receiving now through participation in 4-H club activities and the information and help which is available at all times from the government's agricultural representatives would enable them to meet the challenge which this new age presents.

Miss Mavis Beer expressed the group's appreciation for the Company's interest and help in their work, and thanked Eaton's for the luncheon and tour.

WHAT'S NEW WITH YOU?

There must be many of us who have acquired a new skill or talent since we filled in our application blanks for the Company. Yet how many of us have bothered to let the Employment Office know of our accomplishments?

If you have a hidden talent or skill, be it technical, scientific, artistic or business-like, the Employment Office wants to know of it so that both you and your Company may profit by it. Call in after Christmas and let them know about it.

Mr. W. J. McKeag Addresses Assistants' Association

The November dinner meeting of the Assistants' Association was held in the Grill Room, Monday, November 30, at 5:30 p.m.

Mr. W. J. McKeag, guest speaker, spoke on "Responsibilities of a Buyer" and "Planning a Buying Trip." He pointed out that the buyer needed to have a thorough knowledge of all parts of the Store's operation. He demonstrated how this was acquired through the years by working first as section head, then as signature, assistant, and head of department.

He showed how stock control, careful timing and planning of promotions were essential to success in department operation. A department with a carefully selected minimum stock is in the best position to take advantage of specials offered by the manufacturer.

Mr. McKeag pointed out that the Sales and Expense Office and other departments in the Store could help in department planning. He said that the buyer should always be alert to competition, and that by planning special sales he helped to increase volume and to stimulate customer interest. At the same time he stressed that the proper merchandise, shown at the proper times at reasonable regular prices, was responsible for most of our business. He stressed, in closing, that customer good will was one of our most valuable assets.

Following Mr. McKeag's address the meeting ended with a film on championship golf.



Nineteen Men Got The Bird!

Yes Sir! Nineteen lucky shooters who participated in the Turkey Shoot at McGregor Armouries, left for home knowing their Christmas turkey was "in the bag."

This Turkey Shoot is just another of the annual events put on by the Eaton Angling Club for its members and friends.

Two hundred and twenty-eight men went through the ranges, each entrant shooting three "lucky targets," five shots for each target. This was the largest attendance in four years of operation.

We were glad to see so many Eatonians out to this event. These shoots are open to all and not confined to club members only.

On behalf of the executives responsible for this day's classic, may we extend our thanks to one and all for the splendid turnout. A complete new system was adopted this year for putting the men through the shoot and, since it turned out to be tops, the same method will be used at future shoots.

The rifles used in the shoot are supplied by the military authorities (special .22 rifles equipped with peep sights). These rifles are scope-sighted in before the shoot commences and again at the half-way

mark. "Lucky targets" are always used, because skill does not count here—it is just pure luck if you win.

Eight men shoot at once in the range (five shots at each target). Mr. Fred Brown (Store gunsmith) was in charge of the range, with Pat Carr and W. Bayluk assisting. (Bet their ears rang all day after the shoot.)

Mr. Johnny Sawchyn was chairman for the day, and was assisted by all committeemen. Supervision of the shoot was under the eagle eye of club president Arni Cooper who watched over details and his men, like a mother hen with her chicks.

The P.A. system surely speeded up things and saved a good many foot-steps for the boys in charge. All in all, another grand event has been chalked up to the good supervision and team play for which our club is noted.

The president, Arni Cooper, has asked that his gracious thanks be extended to all who helped to make this event a huge success, and to convey to all fellow Eatonians, their wives and families, **A Merry Christmas and a Happy and Prosperous New Year** from all the gang in the Eaton Angling Club.

SUGGESTIONS PLAY SANTA!

The following people know that their suggestions and ideas for improvement in methods and service in the Company were smart:

MR. J. BARBOUR, M.O. Packing.....	\$10.00
MRS. BETTY GREENWOOD, Staff Relations.....	10.00
MISS E. R. McKAY, Drugs and Perfume Factory.....	5.00
MR. H. PILLING, Draperies.....	5.00
MISS V. E. CHAMBERS, Winnipeg Buying.....	5.00

A little thought has paid off for them and made a few extra dollars available for their Christmas shopping. Come on, Eatonians, let's see those suggestions; just write them out fully and drop them in the box in the passage to the Main Time Office. Be sure to include your name though, or Santa won't know who to call on.

SQUARE DANCING

A New Activity Has Been Organized for the Entertainment of the Employees

In October a square dance club was formed with the following executive:

President.....	Thomas Lowe, Electricals
Vice-President.....	Lorne Jackson, M.O. Claims
Treasurer.....	Bert Collins, Men's Furnishings
Memberships.....	Norman McKeen, Men's Furnishings
Publicity.....	Clark Popham, Portrait Studio
Recording Secretary.....	Madge Ford, Basement
Social Committee.....	Arlene Kraeling, Stationery

The club got away with a flying start, holding its first dance Monday, November 2. There was a good turnout and all had a lot of fun learning their allemande lefts and do-si-dos.

The club meets every Monday from 8 to 11 p.m. at the Grain Exchange Curling Rink, 75 Fort Street.

The members have been very fortunate in obtaining Ron Downie as instructor. Ron is well known among the square dance fraternity in Winnipeg and has been calling and instructing square dance clubs for several years.

Square dancing has been streamlined with the advent of P.A. systems and recorded calls. The majority of squares today are danced to popular music. Round or couple dances are included in the club's activities, giving variety to the evening's dancing.

For those interested in square dancing, membership is open to couples only (lady and gentleman). One member of each couple must be an employee of Eaton's. Come on, guys and gals, bring your husbands or wives, boy friends or girl friends, and join the square dance club for a lot of fun. For any further information get in touch with any member of the executive.

New Rates Effective January 1st



Literature explaining the added benefits and new rates applying to the Manitoba Medical Service and the Manitoba Hospital Service Association is available in the Staff Relations Office.

The new rates become effective January 1, 1954.



CONTACTS COVER

Our Christmas cover has been built around the gingerbread house that graced the foyer of the Grill Room last Christmas. The house was designed by Miss Louise Martin, of the Grill Room, and executed by Miss Jean Firman, cake decorator in 1100 department.

COMING! Eaton Night at the Symphony *Thursday, January 28th, 1954* CIVIC AUDITORIUM

Guest Artist: RICARDO ODNOPSOFF, Violinist

Tickets will go on sale early in January

Watch notice boards for further information on this stellar evening

Eaton Angling Club Annual Banquet and Dance

The third annual banquet and dance of the Eaton Angling Club was held at the Curtis Hotel on Saturday, November 28. There were more than 200 plates set for the crowd of enthusiastic fishermen, their wives and girl friends.

Master of Ceremonies Johnny Sawchyn gave the opening address, praising the members and executive for their co-operation throughout the 1953 season, and extending a welcome to the ladies, as this was their night.

After the dinner, President Arni Cooper introduced the guests at the head table which included the Store superintendent, Mr. W. L. Palk and Mrs. Palk, and the assistant superintendent, Mr. F. G. Muirhead and Mrs. Muirhead. Both Mr. Palk and Mr. Muirhead gave interesting impromptu speeches. We hope to see both of these gentlemen out on a trip in 1954.

Mr. Cooper introduced an old club friend, Mr. George Butler, of the Manitoba Game and Fish Association, and as usual Mr. Butler had a story for the boys and

girls—and I don't doubt that some of them are still laughing.

Following the introductions, presentations of trophies were made for the largest fish in each class.

A very beautiful film, "Coral Wonderland," was shown by Mr. Bert Lust, club projectionist. Mr. Gordon Hailey was on hand to entertain the crowd with his excellent brand of comedy and songs.

The evening concluded with dancing to the music of Frank Pickett and his orchestra. During the dancing numerous prizes were awarded to lucky ticket holders.

Everyone in attendance agreed that they had enjoyed a wonderful evening. And I hope that we will all meet again next year at a similar event.

Christmas Greetings from the Editor

To our readers everywhere and to all Eatonians, old and new, Contacts wishes a joyous Yuletide and a New Year filled with Good Health, Happiness and Prosperity.

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

Meats

Two of our girls are in clouds of happiness these days, namely Joan Payne and Pat Kinney, who are wearing lovely diamond rings. Joan's heart-throb is Walter Smith, Pat's being Alan Riley. Congrats, girls.

Our bowlers are doing fairly well in the Eaton league. They may not be breaking any records but they are still knocking 'em down. Keep rollin', guys and gals.

Teddy Duffield is back in Deer Lodge Hospital for treatment. Ted has been on the sick list for several months. Chin up, Ted!

Tommy Taylor is on the sick list also, but hopes to be back soon fit as ever.

* * *

MAIN FLOOR

Books and Stationery—By M. C. Lawton

Deepest sympathy to Mrs. Lily Brigham on the loss of her mother, Mrs. Annie Nichols.

Engaged: Marjorie Tanner to Ben Novotny.

Mary Scorer was honoured by the St. John Ambulance at an investiture presided over by the Lieutenant-Governor at the Legislative Buildings. Miss Scorer was invested as a Serving Sister in the Order.

* * *

SECOND FLOOR

City Inspectors—By M. Campbell

Congratulations are due for Miss Joan Culleton of Department 147. She received a beautiful diamond from Mr. Ken Horwood on November 19. Lots of luck to you both.

Service Bureau—By D. Scarth

Hi, Jean! Sorry to hear you're having trouble with your big toe. Take care of yourself and hurry back.

Staff Training

On December 1 Ruth Spurway, of the Staff Training Department, celebrated her 30 years with the Company. Mr. Eades, head of department, presented Ruth with a gift of jewellery from her co-workers.

During her 30 years with the Company she has worked in a number of departments in the Mail Order and Store, including Books and Stationery, Music, Furs and then, in 1946, Ruth made a transfer to the Educational Department. Many of her friends called in to celebrate the occasion with her and, in Ruth's own words, "It was a wonderful day."

Sixteen

Dress Goods and Patterns

Presentation to Mr. L. O. Vincent

In honour of Mr. L. O. Vincent, supervisor of the Dress Goods and Pattern Departments (Store and Mail Order), the entire staffs of these departments got together in the Managers' Lounge before Store opening on November 19. Mr. Vincent has been made principal buyer in Piece Goods for The T. Eaton Company all across Canada, his headquarters being in the General Merchandise Office, Toronto.

Mr. P. E. Odell, head of department (Store), made the presentation of an automatic clock radio on behalf of the three departments. He expressed congratulations to Mr. Vincent on the honour of his promotion, his many years' experience in the piece goods business make him well qualified for the position. He has spent 28 and a half of these years with the Company and was made supervisor of the dress goods in 1944.

A conscientious businessman with great ambitions for his fellow workers, Mr. Vincent has influenced eight heads of departments who started at the bottom of the ladder in this department under his supervision.

He has always had a kind word, a sympathetic ear, and an immediate offer to help any member of the staff in time of trouble, whether it be business problems or personal ones. Mr. Vincent leaves a host of friends and a staff who wish him good luck and every success in his new appointment.

Mr. P. H. Longstaffe, head of department (M.O.), expressed congratulations and good wishes on behalf of the Mail Order staff.

Mrs. Vincent received two dozen roses from these departments.

* * *

SIXTH FLOOR

Carpets and Linoleum—By Gladys McLean

Not much news for Contacts this month, everybody busy preparing for Christmas.

Glad to have Bill Robinson back with us even if it is only for half days yet, Bill. Hope that back of yours will soon be okay again.

Christmas Greetings to our many friends far and near.

Paints and Wallpapers—By Daisy Ross

Mrs. Mildred Howard entertained the girls of the department in her new suite. A very enjoyable evening was had by all.

We offer our sincere congratulations to Bill Forbes, son of the late Norman Forbes, supervisor of the Paints, and Mrs. Forbes.

William Garfield Forbes has received his doctor of philosophy degree in physical chemistry from the University of Toronto. The degree was conferred at the annual fall convocation. Mr. Forbes holds a bachelor of science degree in honours chemistry and a master's degree in physical chemistry from the University of Manitoba. He has accepted a position as senior research chemist with Polymer Corporation in Sarnia, Ontario.

Sales-Expense Office

Not too much news to report, however we would like to welcome to our office Mary Jenner, formerly with the M.O. Sales Room.

Congrats to Noreen Bell who will be Mrs. Bob Webb in the spring of 1954. Also to Pat Cancilla and Bill Kowal (former Sales office member) who will say "I do" in 1954.

From the Baby Section: Mike Dutchuk is the father of a baby girl, Judith Ann. Also Grace Garvin, the former Grace Martin, who has a nice, new baby boy, Barry. To both families all the very best.

Get well soon to Edith Bower who is recovering from an appendectomy operation.

From the Sales-Expense office to all members of The T. Eaton Co.: "A very Merry Christmas and the Best for 1954!"

General Office—By Geneva Hayward

Mrs. Leo McDonald, nee Thelma Westlund, left December 12. She was the recipient of lovely gifts—an osterizer, a waffle iron, and from the girls in the General Office, a mirror. We wish her every happiness in her new career.

A special welcome to Mr. E. Finch, Advance Section, who comes from the flood-stricken area, Canvey Island, Essex.

His many friends wish to extend to both Mr. and Mrs. Williamson their heartiest wishes for their continued happiness in their retirement at the coast.

We welcome to our staff three new members, Betty Ann Ameil, Helen Nachitgall and Evelyn McNeill.

Our annual Christmas Party was held December 1 at the Marlborough with everyone present having a wonderful time.

Let us all have a happy Christmas.

* * *

SEVENTH FLOOR

Radios and Refrigerators

By Florence McDowall

Our congratulations to Miss Lee Norman who is sporting a beautiful diamond from Mr. Aubrey Calder, of Saskatoon. Aubrey is a former member of 260 staff on the Radio counter.

We are sorry to report that Mr. John Curle is away ill. Hope that John will be back very soon.

* * *

EIGHTH FLOOR

Budget Plan Department—By E. Tamplin

Sorry to say farewell to Olga Maughan who left for the west coast to join her husband. Olga's parting gift from the department was a train case. The girls gave her a handbag and statuettes.

Mabel Walker left for another position. Mabel received a lovely rhinestone pin from her section and a train case from the department.

Best wishes and good luck, gals.

Congratulations and best wishes to Edythe McKenzie whose marriage to Jack Thompson took place November 27. Edythe was pre-

sented with dinnerware from the department and also received two pieces of lovely floral china from the gals.

Two very pleasant evenings were spent honouring Mr. Shearer on his 25th anniversary with the Company. On Wednesday evening of November 18, a group of his co-workers dropped in and surprised Mr. Shearer at his home. Mr. Bob Adams who did an excellent job as M.C., presented the honour guest with a desk set and golf shoes. A bouquet of 'mums was presented to Mrs. Shearer by Shirley Young. Refreshments were served and a very enjoyable time was had by all.

On Thursday, November 19, a banquet and dance was held at the St. Charles by the department for Mr. Shearer. Mr. Whitbread and Mr. Thompson gave the highlights of Mr. Shearer's career with the Company and Mr. Whitbread presented him with a golf bag and clubs. An enjoyable half hour of entertainment was provided by Mr. Cliff Gardner. It was a bang-up evening all around.

Sales Audit and C.O.D. Office

By Joyce Baldwin

We extend our best wishes and congratulations to our bride of this month. At a ceremony performed in Vancouver, Gladys Erickson became the bride of Jack Kundel. Gladys received towels, pillow cases and tea towels from the girls in the C.O.D. section. Good luck to you both in your new home.

Congratulations also to Doreen Markus who is wearing a beautiful diamond on that all-important finger. The lucky man is Patrick Beel. We extend our best wishes to you both.

At this season of the year we would especially like to remember those retired members of the staff and those who have left during the past year. To these and to all of the staff we wish a Very Merry Christmas and continued Health and Happiness in the New Year.

* * *

ELEVATOR UPS AND DOWNS

By Agnes Reese

Best wishes to Mabel Imlah and Keith Plater who became engaged recently.

We would all like to extend the best of holiday greetings to Yvette Meilleur and Johnny Bryant who are still on the sick list.

In The Mail Bag

SECOND FLOOR

M.O. Money Returns—By F. Spice

Congratulations and best wishes were extended to Mr. W. Webster and Mr. W. Stevens on November 18, the occasion being their 35th anniversaries with the Company. Mr. Webster received an electric drill from the department along with other gifts from his friends and associates in the department. Mr. Stevens received a radio from the department among other gifts from his friends in the department. Both received an ash tray from their friends and associates.

A shower was held at the home of Wilma Tolton to honour Miss Irene McGillivray, a bride-elect of November 21. She was presented with some kitchenware. Irene left on November 19 to be married to Ed Lamirand at Young United Church. She received blankets from the girls in the department. Best of luck to Irene and Ed.

A shower was held at the Homestead on November 10 to honour Kay Ferguson, a bride-elect of November 21. She was presented with linen from the 46 girls present. Before leaving work on November 17 she received an electric coffee maker from the department and kitchenware from the girls. She

was married on November 21 at Augustine Church to Douglas McDonald. Best of luck to Kay and Doug.

Congratulations to Mr. and Mrs. Ted Black on the birth of a son on December 5 at the Maternity Pavilion, Winnipeg General Hospital.

* * *

FIFTH FLOOR

M.O. Radios and Electricals—By Mina Doolan

Friday, December 4, was the 35th anniversary of Mr. A. Wallis, our supervisor. During the course of the morning he came over to the Mail Order department to receive congratulations from the staff. To mark the occasion Mr. P. J. McRae made a presentation of an Osterizer Food Blender.

Another presentation was made the previous Saturday, November 28, to Miss Anne Hopps when she left to be married to Mr. Roy Kerr. The wedding took place on December 5 at the Church of St. John the Baptist, Fort Garry. In her honour, too, the girls of the department had a shower at the home of Mrs. Pat Fox, Willingdon Apts.

(Continued on Page Eighteen)



CONTACTS

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Vol. 28 CHRISTMAS, 1953 No. 12

Editor: JIM PAUL

RECENT APPOINTMENTS

Winnipeg

Department W229—Men's Clothing—Suits, Overcoats, Pants, Overalls, Windbreakers, Custom Tailoring and Parkas;

Department W230—Made-to-Measure Shop—Men's and Women's Suits:

MR. J. PATERSON, supervisor;

MR. R. D. DAILLEY, head of department.

Department W233—Piece Goods—Cottons, Rayons, Silks, Woollens and Linings;

Department W333—Patterns:

MR. J. K. BARLING, supervisor.

Edmonton

MR. N. S. WASSON, assistant Store manager.

Caretaking, Receiving Room, Delivery, Despatch, Store Trucks, Carpenters, Painters, Supplies, Investigation, Service Bureau, Telephones and Time Office:

MR. W. B. BUCHAM, group manager.

Caretaking, Receiving Room, Delivery, Despatch, Store Trucks, Carpenters, Painters:

MR. R. K. CARLSON, head of department.

Dauphin

Please note that a Lunch Counter was opened on Thursday, December 10, 1953.

Department D1100—

MR. D. E. BREKKE, head of department.

(This is in addition to his present duties in Department D260.)

Swan River Order Office

MISS M. PRONCHUK, in charge.

Edson Order Office

MISS B. HOWARTH, in charge.

IAN WOOD NEW PREXY EMPLOYEES' CHARITABLE FUND

That likeable assistant in the China, Ian Wood, will be the new president of the E.E.C.F. for 1954. Vice-president will be W. Bemister, Department 1.

New members of the committee, elected for a two-year term at a committee meeting December 9, include Miss J. Mortimer (253), Miss F. Tease (174), Mr. R. A. MacDonald (928), Mr. B. H. McGregor (239), Mr. W. Scott (270), Mr. B. M. McLeod (143), Miss M. Thomas (67), Miss P. Hardiman (61), Mr. T. Riddle (122), Mr. A. W. Bradshaw (345), Mr. H. Green (212),

Eighteen

Mr. N. R. Gregg (5), Mr. Y. H. S. Houston (122).

The committee also approved an initial payment of \$25,000 to the Winnipeg General Hospital Building Fund on the Fund pledge of \$75,000 payable over a three-year period.

More News From The Mail Order

SIXTH FLOOR

M.O. Men's Clothing—By F. Paget

We welcome back Joe Chettle after his recent illness. Nice to have you around again, Joe.

Cupid is still shooting his bow and arrow around here. This time it's Bette Schroeder with a lovely diamond. Congratulations and best wishes.

* * *

SEVENTH FLOOR

M.O. Sporting Goods—By D. Hardiman

Department 61 is pleased to report the birth of a son for Charlie and Eunice Green. Donald Charles was born on November 21 at the Maternity Pavilion, General Hospital. The Greens already have a young lady in their house by the name of Lynne. The best of everything is the wish for the baby and parents.

We are glad to report that Rod Murray is resting quite comfortably at his sister's home in East Kildonan and is looking very well. We are all hoping to see you soon, Roddy.

We are also glad to report that Ronnie Ford is feeling very well these days and is able to get around and about the house much more now.

* * *

EIGHTH FLOOR

M.O. Copying—By M. Shepherd

To celebrate Lil Greenberg's 35th anniversary, a group of her friends held a dinner at the Paddock on Friday, November 27, when she was presented with the gift of a bridge table and chairs, a blouse and evening bag.

The department presented Lil with a Kodak Duaflex camera on December 4 when she celebrated her anniversary with the Company. She also received many personal gifts from the girls.

Congratulations to Joan Rerie who received a lovely diamond on December 5 from Harvey Pischke.

M.O. Complaints—By J. Baynes

We were all glad to see Mina Birnie back with us after her accident, but are sorry to report Elliot "Jumbo" Westman is now on the sick list. Hope to see you soon, Jumbo.

Here's wishing you, one and all, a very Merry Christmas and the best of luck in the New Year.

In Memoriam

"To live in hearts we leave behind is not to die."

GEORGE U. MURRAY

George U. Murray, department manager of T. Eaton Co. Limited, Calgary Store, died suddenly December 3, as a result of a coronary thrombosis, while en route by train from New York to Montreal.

Son of the late William Murray, Paint Department, Mr. Murray was born in 1912 at York Factory, coming to live in St. James in 1919. He was educated in Linwood School.

Joining The T. Eaton Co. Limited in Winnipeg in 1928, Mr. Murray worked in various departments in the Mail Order Division, being transferred to the Calgary Store in 1950.

Mr. Murray was on active service from 1942 to 1945, enlisting with the Winnipeg Grenadiers as a private. He went overseas with the Lake Superior Regiment and was wounded in action. He saw service in France, Holland and Germany, and was decorated by the French Government with the Croix de Guerre with star for his services on behalf of that country. He had attained the rank of major on his discharge from the forces.

We extend our sincerest sympathy to his mother, Mrs. Elizabeth Murray, a brother, W. B. Murray; a sister, Mrs. Sydney H. Smith; his wife and daughter, Linda.



JOHN BULL

Mr. John Bull, who retired from the Bag Factory in 1952, passed away on Sunday, December 6. Mr. Bull, who was born in Marchwood, Hants, England, came to Winnipeg in 1913 and joined Eaton's at that time. He was a member of Lodge Chamberlain No. 259, Sons of England, and attended St. Matthew's Anglican Church.

We extend our sincerest sympathy to Mrs. Bull, his daughter, and his other relatives.

We extend sincere sympathy to those members of the staff who have lost someone dear to them during the past month.

In the Loss of a Father

MRS. L. MORRISSETTE...Hardware
MR. W. BOSTON.....Fancy Goods
MR. ABE ENNS.....M.O. Hardware
MISS H. GRAY.....Basement Store
MRS. M. ROBINSON

Men's Furnishings

MRS. E. LIVINGSTONE
Employees' Lunch Room
MR. BRUCE SARVIS..M.O. Furniture

In the Loss of a Brother

MRS. SIGGA PREECE
Drapery Workroom
MR. W. MURRAY.....Carpenters

In the Loss of a Mother

MRS. M. RHODES....City Inspectors
MR. E. WHALE.....Engineers
MRS. V. MARSDEN....Fur Storage
MRS. L. BRIGHAM.....Stationery
MR. M. MONTY

Customers' Decorating

In the Loss of His Wife

MR. R. STALKER....128 Warehouse
MR. J. MOORE...Foodateria Groceries

In the Loss of a Baby Girl

MR. J. ARMITAGE.....M.O. Packing

Christmas

at
EATON'S

